



## CHV-NEO

A research study connecting pregnant women and mothers with community health volunteers using SMS messaging

### What we are doing



Designing and testing an SMS program to connect pregnant women and new mums to community health volunteers (CHVs) outside of home and clinic visits.

### Why we are doing it

- The first days and few weeks of life can be a critical time for a baby's health.
- Sometimes women have questions or concerns about their baby's health and need on-demand support.
- Quick responses to women's concerns and questions could help save babies' lives.



### Who we are



The CHV-NEO study is conducted in collaboration with the teams at Kenyatta National Hospital, University of Nairobi, Medic Mobile, and University of Washington, with support from county health departments and the Ministry of Health.

#### Contacts

- George Owiti, Site Research Coordinator [owiti.ajoji@gmail.com](mailto:owiti.ajoji@gmail.com)/ +254 705 884-348
- John Kinuthia, Site Principal Investigator [kinuthia@uw.edu](mailto:kinuthia@uw.edu)/ +254 0722 799-052
- CHV-NEO Study Team, [chv-neo@uw.edu](mailto:chv-neo@uw.edu)



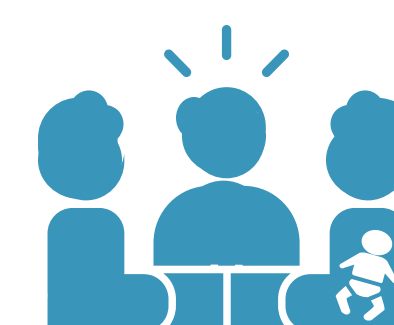
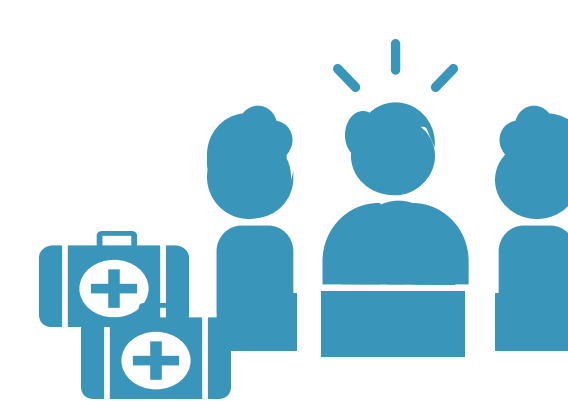
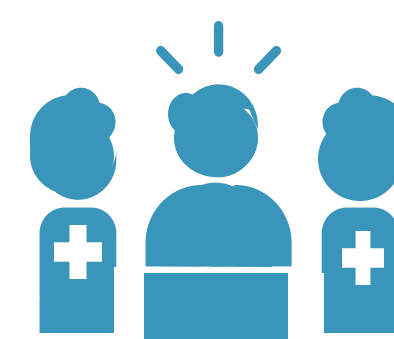


## How will the CHV-NEO study work?



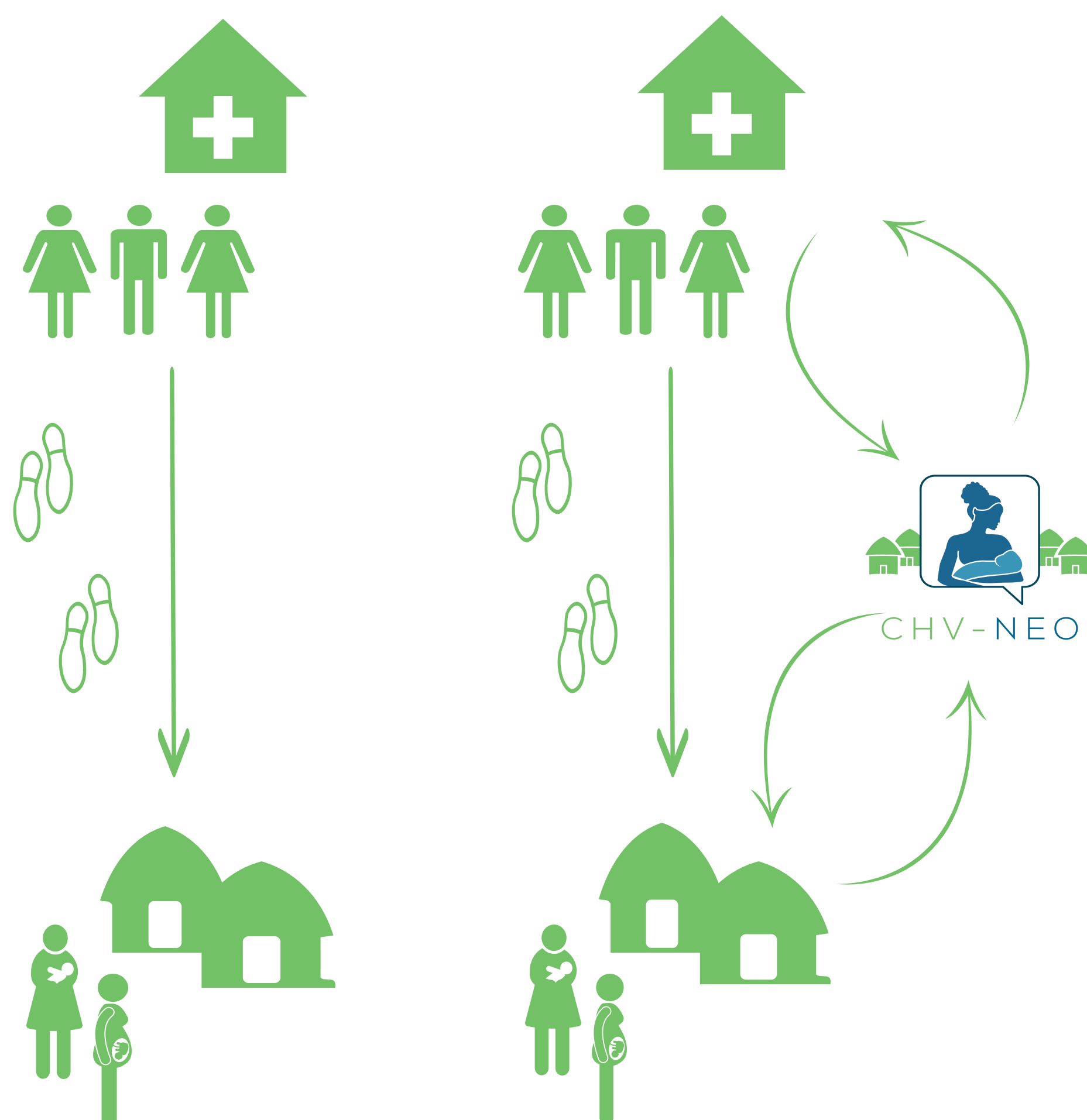
### Design

We will ask healthcare workers, community members, and policy makers to discuss and help design CHV-NEO using focus group discussions, interviews, and questionnaires.



### Deploy

- The CHV-NEO intervention will be added as a module to the Community Health Toolkit (CHT) mobile app used by CHVs.
- CHVs at half of the facilities will use CHV-NEO to communicate with pregnant women and new moms outside of clinic and home visits.
- CHVs at the other facilities will not use CHV-NEO but will continue to provide usual care.



### Evaluate

We will ask healthcare workers and women who used CHV-NEO for their feedback and compare health and behavioral outcomes (like number of clinic visits, neonatal mortality, and breastfeeding) from facilities that used CHV-NEO to those that did not.

